

# Fall Opening

OF BRIDGEPORT'S NEWEST EXCLUSIVE WOMEN'S APPAREL SHOP

## THE HORACE CO.

1244 MAIN ST. Opposite Stratfield Hotel

### SATURDAY, SEPT. 25 9 A.M. to 9 P.M.

On the Above Date We Will Will Throw Our Doors Open for the Inspection by the Public of Our Store Which We Have Endeavored to Make the Finest of Its Kind in New England

It is the aim of the Horace Co. to give the public of this city a store carrying the highest grade of women's wearing apparel at the most moderate prices. We have spared no expense to make this store a model one in every respect, both in point of beauty of design and decoration and with also a thought as to the comfort of the patrons—spacious fitting rooms—ample floor space for the display and inspection of goods, in fact everything that goes to make shopping a pleasure and we cordially invite you to inspect.

**An Array of Fashions' Latest Creations Direct From Designers Who Execute Styles for the Most Exclusive Metropolitan and Foreign Shops**

#### Suit Department

A word about our suit department, here we have endeavored to reach everyone. We are carrying suits and coats that conform to the modestly filled purse without sacrificing one detail of style or fit and an inspection of the character of Coats and Suits displayed in our store will convince you of the truth of our assertion that in quality of cloth, style and workmanship we stand alone in our field. We firmly believe we are in a position to reach any class of the buying public and in carrying out that idea have priced our suits from

**\$15.00 to \$47.50**

#### Millinery Department

Our millinery department will be in charge of a lady formerly with a large Fifth Ave. establishment who brings with her a corps of assistants to display the newest creations and the latest style ideas.

#### Waist Department

Attention is called to our waist display which is one of the most extensive ever shown in this city, comprising all the newest styles and designs and offering an unlimited selection.

Space will not allow us to go into detail in regards our store so we must be content to say that with the output of two factories at our command we feel that we are in the best possible position to serve you and cordially invite you to be present at the opening. We have decided as an opening feature to offer three specials.

### OPENING SPECIALS

#### Trimmed Hats

Special lot of beautiful copies of imported models, exceptional opening values.

**\$2.25 up**

#### \$22.50 SUITS

Beautiful broadcloth, fur trimmed in season's most fashionable models. Coats lined with yarn dyed satin, guaranteed for two season's wear. Suits are of latest shades, including black, navy, African brown and Russian green. A rare value.

**\$15.00**

#### \$1.50 Waists

Rich silk striped malines in combinations of new colors. Special price.

**95c**

## THE HORACE COMPANY

1244 MAIN STREET

Opposite Stratfield Hotel

